



### **Frustration and Pain:**

The truth is whether you are a golfer or business owner you do experience some form of frustration and pain in your game or business. The question the individual entrepreneur, business owner or corporate executive must ask is, what am I doing to address my frustration and pain? The root cause of frustration and pain usually lies in the areas of sales & marketing, financial strategies, human resource issues or management principles.

What I have learned is that frustration and pain just does not go away unless you take the required time and action to address the issue. How does one address the issue? You hire the services of a Licensed Professional Business Coach who can help you to discover the roadblocks and coach you through the particular issue. With over one hundred and twenty coaches in our alliance we bring to you coaches that have hands-on experience in a variety of trades, services and industries with proven and tested solutions.

### **Our Coaching Process:**

We apply a set of proven coaching principles designed to increase market share and profitability. We understand the principles within which individual entrepreneurs, small business owners and corporate executives function. We have the experience, skills, strategic partnership relationships and tools to work through the particular issue and help you realize tangible lasting results.

### **Our Approach:**

- Keep it simple and focused on what the individual entrepreneur, business owner or corporate executive needs to change to obtain the desired result.
- Review vision, purpose and mission.
- Write or review the business plan.
- Undertake individual and team assessments.
- Focus on the goals and objectives of the individual entrepreneur, business owner or corporate executive.
- Evaluate the current status of the business by analyzing the company's performance against industry standards of comparable size and suggest changes in marketing, financial strategies and management principles.
- Review the management approach against sound management practices for insight.
- Provide leadership and personal work life continual development training as required.
- Stabilize and monetize the business.



### **Breakthrough Consulting & Coaching**

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*Discover the **Power**  
and **Benefits** of  
Business Coaching*



*Your Business  
**PAIN**  
is our Passion*

# Breakthrough Consulting & Coaching



Welcome, I am Mark Taylor, Founder and CEO of Breakthrough Consulting & Coaching, LLC. My passion and focus is supporting, as well as assisting in the development of three categories of business associates. They are the individual entrepreneur, small business owner and corporate executive.

Statistics show that the failure rate of individual entrepreneurs within the initial year is somewhere around 80%. Without a strategic written business plan your ship is sailing without a clear direction. My experience is that small business owners become so involved in every little detail in their business that most of the time they lose focus, as well as perspective on accomplishing the vision, purpose and mission of the business. When you concentrate on the minute details, you lose sight of the overall map to your organization's future accomplishment of the four key business outcomes, (Profitability, Productivity, Customer Satisfaction, and Customer Advocacy). In other words you focus on the unimportant, rather than on the important things that lead to success. When this happens the bottom line is affected, your associates become stressed out and you create a difficult and unpleasant atmosphere. This leads to loss of morale and a

high turnover of your most highly engaged associates. Net result: Lack of the business result that sustains an organization.

The truth is, many individual entrepreneurs, small business owners and corporate executives have serious issues with "Time Management", "Developing Sales & Marketing", "Strategic Planning", "Human Resource Issues", "Training & Continuous Development", and "Review & Measurement".

In order to fulfill vision, purpose and mission, it is the responsibility of the individual entrepreneur, small business owner and corporate executive to keep abreast with market trends and technology in order to keep your organization on the cutting edge.

My organization focuses clearly on DISCOVERING and EXPOSING your "Blind Spot". Refocus you as an individual entrepreneur, small business owner or corporate executive on the simple fact that: "A manager's job is to get their associates to act and react properly. Therefore the manager should be crystal clear on the objectives and check that daily activities align with your goals and objectives." The manager is no longer the person who gets the job done. The manager is the person that eliminates obstacles so their associates can achieve great success for the future. Simply stated: "The power of many exceed the effort of ONE." Remember, "A manager's focus is to get things done through the voluntary efforts of their associates". The key words are "Voluntary" and "Associates".

Whether you require assistance in preparing your business plan, or in the areas of Time Management, Developing Sales & Marketing, Strategic Planning,

Human Resource Issues, Training & Continuous Development or Review & Measurement, or you desire to experience the joy of your business working for you, instead of you working for your business, contact me personally for a free one hour business consultation. My associates and I are here to assist, support and guide your organization for future success.



A Licensed Professional Business Coach is someone who has many years experience in the area of business, as well as some international business experience. A coach is someone who is in tune with the nuances of voice, emotion, and energy, who is intent on receiving everything you communicate. Someone who listens to the very best in you. A coach is someone who cares that you are able to create what you say you want, and that you follow through on your objectives. A coach is there to hold you accountable and keep you moving forward toward your dreams and goals. A coach is someone who will absolutely tell the truth, the truth about where you are strong, and where you hold back, give up, deny, or rationalize. A coach is someone who will recognize your gifting in relation to your goals.